



DISTRICT ADVISORY BOARD MEETING AGENDA

Date/Time: August 14, 2013, 4:00 p.m.

Location: North Clackamas Aquatic Park

I. Call to order

II. Citizen Participation*

III. Approval of minutes from July 24, 2013

IV. Work Session

1. Master Plan Phase 2 Update – 1 hour 15 minutes

a. Project Timeline Review and Current Status – 5 minutes

b. Successes to Date/Tailwinds – 10 minutes

c. Challenges to Date/Headwinds – 10 minutes

d. Initiative Review – 35 minutes

i. Master Plan Document Update

ii. Operational Activities

a. IGAs, etc.

e. Next Steps – 15 minutes

V. Divisional Reports 10 min

VI. Director's Comments 10 min

VII. Board Members' Comments 10 min

VIII. Adjournment

Agenda time: 2 hours

*Citizen Participation is limited to 3 minutes per citizen.



DISTRICT ADVISORY BOARD

Meeting Minutes

Date: July 24, 2013
Time: 4:00 p.m.
Location: North Clackamas Aquatic Park

I. Chair Bersie called the meeting to order.

DAB members present: Bill Bersie, Michael Morrow, Lynn Fisher, Susan McCarty, Mike Miller, David Noble, Robin Condie and Marylee Walden. Absent Kristen Mitchell

NCPRD Staff members present: Gary Barth, Laura Zentner , Drenda Howatt, , Jeroen Kok, Kandi Ho Rachelle Bonsi, ,

NCPRD Board members present: Paul Savas and Martha Schrader, staff assistant Drenda Howatt.

II. Citizen Participation – None.

III. Mike Miller made the motion to approve the June 12th meeting minutes as prepared. David Noble made the second motion and the motion to approve the minutes passed unanimously.

IV. Work Session:

1. Master Plan Update – Gary Barth introduced Nova Newcomer from the Harrelson Group to serve as the Facilitator of the Master Plan work session and Karen Tolvstad, NCPRD's new staff person responsible for Community Outreach, Communications and Strategic Partnerships. Karen's position replaces the position vacated by Dave Miletich's departure and Karen will be assuming some of Dave's former responsibilities in strategic partnerships while also leading the critical community outreach effort during Phase 2 of the Master Plan update. . *Please see summary notes of this work session prepared by the Harrelson group and attached separately.*
2. IGA's – The DAB had requested that staff provide an update on the purpose and obligations of the two IGA's between NCPRD and the cities of Milwaukie and Happy Valley brought about by each cities respective inclusion in the NCPRD boundaries. The Milwaukie IGA has been in place since August 20, 1992 immediately after District formation. The IGA was last amended in October 2008 to better clarify on roles, responsibilities, and services between the city and the District. The original IGA agreement defined a specific amount of the new District's permanent tax rate would go towards operations of the Milwaukie Center. The Center was funded by Milwaukie prior to transferring the responsibilities for operations to the District upon District formation. One issue facing the District is our ability to fund capital improvements on assets not

owned by the District. As the Milwaukie Center remains owned by the city of Milwaukie, we need to reevaluate the IGA in place before we continue investing additional capital improvement dollars into the center.

3. The IGA with Happy Valley was the result of Happy Valley annexing into the District in 2008. The IGA with Happy Valley also triggered an amendment to the Milwaukie IGA to ensure consistent treatment of common issues such as DAB structure and representation. The Happy Valley IGA was subsequently amended in 2010 to address specific maintenance issues and treatment of future city annexations. It outlines a Capital Improvement plan which is aspirational and dependent on available capital funds. The IGAs between the cities and NCPRD are continuously reviewed by staff to ensure they are current and relevant. If changes are deemed necessary, staff would then engage their respective Board for consideration and approval of any recommended changes.

V. Division Reports –

Jeroen Kok – provided an update regarding graffiti on private property bordering the Trolley Trail. Inattention to graffiti is a county code violation. NCPRD quickly removes graffiti on District property but cannot remove graffiti on private property adjacent to District property. The construction of the Trolley Trail created easier access to private property some of which has been impacted by graffiti. As a result, NCPRD staff has been working with the County Code Enforcement Division to ease enforcement until NCPRD can provide a community outreach communication to bordering property owners along the Trolley Trail. NCPRD staff developed a flyer to be mailed to all bordering property owners which provides information on graffiti and the responsibilities of property owners and a list of resources for property owners to contact to assist them in handling the matter. The communication will be going out soon to property owners and the relevant CPO's. Once the broad communication has been distributed, NCPRD maintenance staff will then provide identify property owners that have unresolved graffiti issues and NCPRD will provide targeted communication – i.e. phone call, doorknob flyer, etc. as a friendly reminder of graffiti on their property and their responsibilities to remove it. If the graffiti remains an issue after NCPRD's communication efforts, then the issue will be communicated to county code enforcement for final resolution.

We are still working with Metro and Happy Valley on the Scouter Mountain project and finalizing the design phase. Metro officially received the local government grant from the state which infuses a significant amount of funding into the project which will be used to focus on basic public access improvements, and we have heard indirectly that some of the local option levy dollars from Metro intended to help improve access to nature, will go to help round out budget shortfalls for the design phase stage 1 and getting the project out to bid.

Icon Development should be wrapping up construction of Pioneer Park (formerly referred to as Sunnyside Village Park #5) sometime in the next 3-4 weeks. Upon completion, NCPRD will then acquire the park from Icon using the park SDC's earmarked for this sixth and final required park in the Sunnyside Village neo-traditional development, completing the park requirements for this planned development.

Trillium Creek Park bids for construction will open in a week. The RFP elicited active interest from several contractors we have worked with in the past and had good working relationships with them on prior projects.

The FY13/14 Capital Plan includes funding to master plan four City of Milwaukie neighborhood parks. NCPRD and City of Milwaukie staff have been meeting to finalize the RFP for this planning effort. It appears that at least three of the sites have already had some level of concept planning and public engagement which provides a head start in the process.

- VI. Director's Comments – Gary Barth provided an update on the NCPRD staffing plans as predicated by the departure of Dave Miletich to Hillsboro Parks & Rec. ., Rather than replacing Dave's position, Dave's direct reports will now report to me and I am using Dave's vacancy to fill a critical role in the NCPRD organization which is a Strategic Communications and Partnership Manager. As noted in introductions Karen Tolvstad has joined the NCPRD senior management team on a temporary contract basis to formulate and lead efforts in this critical area. Annie Pierce will report directly to me but be part of the team that Karen will be guiding through this critical phase of the Master Plan Update process. Karen will also assume responsibilities for many of the strategic partnership issues formerly under Dave. . Kandi Ho is joining Laura Zentner, Jeroen Kok, Karen and me on the Senior Management Team (SMT) and developing a much greater focus on Program and Services Development. In this capacity Kandi will be responsible for the implementation and use of the new Cost Recovery Model as well as the demographic analysis of District residents using our Claritas database.
- VII. Board Members' Comments - None
- VIII. Meeting adjourned at 6:16 p.m.



DISTRICT ADVISORY BOARD MEETING SUMMARY NOTES

Date/Time: July 24, 2013, 4:00 p.m.

Location: North Clackamas Aquatic Park

Summary Notes

District Advisory Board Meeting: July 24, 2013

At this meeting, the board participated in a facilitated discussion of planning for the next phase of the master plan process including citizen input on the plan, board engagement, and communication strategy.

Next Steps

- Develop draft project plan to present at August 14 DAB (8/9)
- Present Final Master Plan to DAB (September 11)
- Schedule a second monthly meeting in communities around the district (alternate between 4:00 and 7:00 pm time)
- Develop Report Card on NCPRD success and communicate (Part of Engagement Plan)
- Send Trolley Trail graffiti notice ½ pager to relevant CPOs

Citizen Organizations and Groups to Engage

- CPOs
- Rotaries
- Neighborhood Associations (7 in Milwaukie that meet monthly)
- North Clackamas Chamber
- Happy Valley Business Alliance
- Youth and Adult Sports Organizations



Force Field Analysis: Project “Headwinds” & “Tailwinds”

Tailwind

- Former District Advisory Board members are engaged and supportive (can act as “Friends of DAB”)
- District’s Marketing/Branding and reputation (District does what it says it will do)
- Commissioner Engagement/Support

Headwind

- Lack of public knowledge of how district funding is structured
- Lack of public knowledge of district history
- Other funding requests (competing interests/services in community going out for revenue increases)
- Geoequity and perception if inequity (need to rebuild trust/understanding of decision-making)

Citizen Vetting

- Desired Outcomes:
 - Validate what was heard in initial master plan process
 - Drill down into specific recommendations to close gaps (GreenPlay to provide guidance)
 - Determine what citizens want to pay for
- Host open houses
 - “mobile DAB” for outreach
 - institute smaller committees of DAB where needed
- Develop mailing list from master plan survey participants
 - Develop list of key questions to ask for feedback
- Hold focus groups
- Create NCPRD Speaker’s Bureau
 - Train staff, board members, DAB members on master plan process and goals
 - Develop one-pager and primer for County Commissioners
- Develop a process to capture informal feedback from public meetings Commissioners attend related to parks
- Marketing approaches to reach citizens
 - Facebook promotion
 - Public television “rolling updates”
 - Happy Valley Radio
- Allow citizens to sign up for regular NCPRD updates by email



NORTH CLACKAMAS PARKS & RECREATION DISTRICT

NCPRD Board Engagement

- What sample size/representation is needed to validate master plan findings?
- Board Policy/Staff receive agendas/minutes
- Commissioner Savas to serve as liaison to board and recommend meeting if needed
 - Issues/Concerns from BCC brought back to DAB
- Develop subcommittee for regular contact with board?

General Notes

- Phase 1 outreach numbers: 1200 people reached through survey, dozen focus groups, open houses
- Ensure there are periodic check-ins with BCC
- Commissioner Savas asked to confirm the movement of a few status quo items to aspirational plan
- Plan is to do polling in early spring to confirm if answer to go to a vote is affirmative
 - Do survey with roads?
 - Could bring up issue of County vs. District structure
- Community engagement needs to capture any voices not heard
- Jennings Lodge CPO Meeting feedback
 - Trail is not considered park by residents
 - Residents want more active recreation opportunities (district has a no “pocket park” policy)
 - Need a bond for areas that don’t generate SDCs if a park is built there



NORTH CLACKAMAS

PARKS & RECREATION DISTRICT

Play It Forward

**Master Plan Update and Next Steps
District Advisory Board
August 14, 2013**





Agenda

- **Call to Order**
- **Citizen Participation**
- **Approval of Minutes**
- **Work Session: Master Plan Phase 2 Planning**
- **Divisional Reports**
- **Directors' Comments**
- **Board Members' Comments**
- **Adjournment**



Master Plan Timeline Overview

ACTIVITY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Citizen Input to Master Plan		[Yellow bar spanning Sep, Oct, Nov, Dec]						[Yellow bar spanning Mar]			
District Advisory Board Meetings	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]	[Yellow square]
Tax base analysis and historical capital investments		[Yellow bar spanning Sep, Oct, Nov, Dec]									
Board Review and Check-In			[Yellow square]			[Yellow square]		[Yellow square]			[Yellow square]
Review IGAs with cities and services districts	[Yellow bar spanning Aug, Sep, Oct]										
Setup NCPRD Foundation						[Yellow bar spanning Jan, Feb, Mar, Apr, May]					
Engage DAB alumni as ambassadors for Master Plan		[Yellow bar spanning Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May]									
Communications	[Yellow bar spanning Aug, Sep, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, Jun]										

Staff is finalizing Master Plan with GreenPlay and preparing for presentation at September DAB. Plan for citizen vetting of plan currently being developed.



Successes to Date: Tailwinds

- ✓ **NCPRD has delivered on a number of the 2004 Master Plan initiatives with no increase in funding**
- ✓ **1200 citizens reached through Master Plan outreach through surveys, focus groups, open houses, etc.**
- ✓ **NCPRD Board vote to pursue aspirational plan**



Challenges to Date: Headwinds

- **Lack of public knowledge on history of NCPRD and accomplishments**
- **Lack of public knowledge on operational and capital funding structure**
- **Level of Service (LOS) Gaps remain throughout District**
- **Other funding requests (competing interests/services in community going out for revenue increases)**



Final Master Plan Document Update

- **Staff working with Greenplay to finalize master plan document and develop executive summary**
- **Plan to present final document at September DAB**
- **Plan for citizen vetting being developed and overview of plan presented at September DAB**



Strategic Partnerships

- **City of Happy Valley**
 - Master Plan Updates
 - IGA Review and Discussion
- **City of Milwaukie**
 - Master Plan Updates
 - IGA Review and Updates
- **North Clackamas School District**
 - Master Plan Updates
 - IGA Review and Updates



Next Steps

- **Finalize Master Plan Draft**
- **Development of Community Engagement and Communications Plans**
- **Continue capital investment analysis**
- **Outreach to former DAB members as Advisors**
- **Other**



Master Plan Project Schedule Overview

Element	Summary Detail	Due By
CITIZEN INPUT	<ul style="list-style-type: none"> Publish Master Plan online for public comment 	Late September/Early October
	<ul style="list-style-type: none"> Develop master contact list from master plan survey and prepare survey questions to mine for specifics on what citizens want and how much they will pay 	September 30
	<ul style="list-style-type: none"> Conduct open online survey and target to master contact list 	October 15
	<ul style="list-style-type: none"> Host open houses/focus groups with DAB (date/time TBD 3rd or 4th week of the month following DAB) 	Monthly starting in October
	<ul style="list-style-type: none"> Prepare voter poll 	April/May
DISTRICT ADVISORY BOARD	<ul style="list-style-type: none"> DAB Meeting #1 <ul style="list-style-type: none"> Review Master Plan timeline and status Confirm plan for citizen vetting of Master Plan Review and discuss operational activities 	August 14
	<ul style="list-style-type: none"> DAB Meeting #2 <ul style="list-style-type: none"> Review Final Master Plan Review plan for citizen input 	September 11
	<ul style="list-style-type: none"> DAB Meeting #3 <ul style="list-style-type: none"> TBD 	October 9
	<ul style="list-style-type: none"> DAB Meeting #4 <ul style="list-style-type: none"> TBD 	November 13
	<ul style="list-style-type: none"> DAB Meeting #5 <ul style="list-style-type: none"> TBD 	December 11
	<ul style="list-style-type: none"> DAB Meeting #6 <ul style="list-style-type: none"> TBD 	January 15
	<ul style="list-style-type: none"> DAB Meeting #7 <ul style="list-style-type: none"> TBD 	February 12
	<ul style="list-style-type: none"> DAB Meeting #8 <ul style="list-style-type: none"> TBD 	March 12



NORTH CLACKAMAS PARKS & RECREATION DISTRICT

Element	Summary Detail	Due By
DISTRICT ADVISORY BOARD	<ul style="list-style-type: none"> • DAB Meeting #9 <ul style="list-style-type: none"> ○ TBD 	April 9
	<ul style="list-style-type: none"> • DAB Meeting #10 <ul style="list-style-type: none"> ○ TBD 	May 14
	<ul style="list-style-type: none"> • DAB Meeting #11 <ul style="list-style-type: none"> ○ Vote on recommendation to ask Board for permission to send funding request to a vote 	June 11
COUNTY BOARD ENGAGEMENT	<ul style="list-style-type: none"> • Create board one-pager or half-pager fact sheet for Board members to reference when out in the community 	September 15
	<ul style="list-style-type: none"> • Send policy staff of commissioners agendas and minutes from meetings 	Monthly
	<ul style="list-style-type: none"> • Develop feedback process back to DAB for citizen input to commissioners 	TBD
	<ul style="list-style-type: none"> • Board Meeting # 1 <ul style="list-style-type: none"> ○ Present Final Master Plan 	October/November
	<ul style="list-style-type: none"> • Board Meeting # 2 <ul style="list-style-type: none"> ○ DAB report on Citizen Input Process ○ DAB report on tax base analysis and historical capital investments findings 	TBD
	<ul style="list-style-type: none"> • Board Meeting # 3 <ul style="list-style-type: none"> ○ DAB present Financial Feasibility Study results ○ Agenda Item 2 	TBD



NORTH CLACKAMAS PARKS & RECREATION DISTRICT

Element	Summary Detail	Due By
COUNTY BOARD ENGAGEMENT	<ul style="list-style-type: none"> • Board Meeting # 4 <ul style="list-style-type: none"> ○ Present case for going out to vote <ul style="list-style-type: none"> ▪ Citizen input on Master Plan details ▪ LOS Recommendations from GreenPlay ▪ Specific plan for improvements in assets and services and cost to residents ▪ Polling data ○ NCPRD Board (BCC) to vote on sending vote NCPRD rate increase to citizens 	TBD
FINANCIAL ANALYSIS & FEASIBILITY	• Conduct tax base analysis	December/January
	• Review and chart historical capital investments	December/January
	• Financial feasibility study	March/April
OPERATIONS	• Meet with Happy Valley to discuss Intergovernmental Agreement	September 30
	• Meet with Milwaukie to discuss Intergovernmental Agreement	September 30
	• Meet with School District to discuss Intergovernmental Agreement	TBD
	• Meet with Friends of Milwaukie Center	TBD
	• Outreach to other service districts (fire, sheriffs, etc.)	TBD
	• Establish NCPRD Foundation	TBD
	• Organize staff and fill positions as needed to serve the mission	Ongoing
	• Commence with Strategic Planning work	TBD
	• Project planning meetings	Ongoing
	• Senior Management Meetings	Monthly



NORTH CLACKAMAS
PARKS & RECREATION DISTRICT

COMMUNICATIONS	<ul style="list-style-type: none">• Develop NCPRD messaging	September 15
	<ul style="list-style-type: none">• Train NCPRD Staff and DAB members on how to represent the NCPRD in public presentations	December 1
	<ul style="list-style-type: none">• Engage DAB Alumni Association as ambassadors for Master Plan process	Ongoing/As Needed
	<ul style="list-style-type: none">• Develop and execute Communications Plan to engage citizens in vetting and validating Master Plan<ul style="list-style-type: none">○ Facebook/Social Media strategy○ Radio (Happy Valley) and public television	September 15
	<ul style="list-style-type: none">• Send out regular citizen updates about progress of project	TBD

DRAFT